

Imagine a ship sailing in a rocky sea, with the wind as its sole guide. The wind has the power to influence, and decide whether the ship will reach the bright shores or the dark bottom of the sea. Now think of humanity as that same ship and Mass Communication as the wind! It has the power to guide the society to a better and brighter future, or to its peril.

At St. Joseph's College, Prayagraj, the Association of Mass Communication was established in 2009 by Rev. Fr. Isidore D'Souza under the name 'Media and Communication'. Promoting journalistic integrity, it was initially led by Mr. Jyoti Dube and is currently under the guidance of Dr. Vishnu Deb.

The Association has documented various events, ranging from small-scale events to national-level competitions. In the 2024–25 academic year, it covered notable events such as the CISCE Regional U-14 Cricket Tournament, UP & UK Regional Swimming Championships, Josephest 2024, and the Post Centenary 40th Ruby Jubilee Annual Athletic Meet. Reports in both English and Hindi were published in leading newspapers including Hindustan, Dainik Jagran, Amar Ujala, Sanyam Bharat, and The Times of India. These contributions also formed a key part of the Annual College Magazine.

Beyond reporting, the Association organised Vox Oraculi, a seminar on 31st August 2024, exploring career opportunities in Mass Communication. The keynote speaker, Mr. Ahmar Zaman—Senior Manager at KNOLSKAPE and an alumnus—shared

"Communication is the foundation of human relationships, and mass communication is the foundation of modern society."

- Anonymous

valuable industry insights, encouraging students to consider diverse career paths in media.

A Photography Competition, themed "Clean India, Green India at SJC," was held on 7th September 2024 for Classes 9 to 12, promoting creativity and environmental awareness through visual expression. This was all made possible through the support of Rev. Fr. Walter D'Silva, the Principal, Dr. Vishnu Deb, the Chairperson of the Association; Mrs. Sumona Banerjee, who guided us in all the English reports; and Mrs. Usha Robinson and Dr. Raghvendra Dwivedi who refined the Hindi versions.

Special thanks to Utkarsh (Vice-President), Shashwat Singh (General Secretary), Siddharth Deb (Organising Secretary), and our reporters—Advitiya and Kunwar Anant (English), and Achyut Anand and Akshat Shandilya (Hindi)—for their dedication and teamwork.

I remain deeply grateful to the Association for nurturing skills in me that I'll carry forward. May the Association continue to thrive with commitment and excellence.

Semper Sursum (Always Aim High)

Arishh Abraaham Aalam

President

